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IN THE CLAIMS:

Please amend claims as follows:

1. (Currently Amended) A method for displaying advertisements ("ads") at a point-of-sale (POS) location, the method comprising:

dividing a consumer transaction at a POS location into multiple time frames, a total duration of the time frames equaling a total duration of the transaction;

calculating a busyness metric indicative of a busyness of the POS location;

determining an advertisement (ad) from a set of available ads for display in one of the time frames as a function of (i) the busyness metric, wherein if the busyness metric exceeds a busyness threshold value the ad is selected from a portion of the available ads having a duration that is less than a predetermined duration, (ii) a priority level of the ad, wherein the priority level is manually adjustable at any time during the transaction, and (iii) an ad campaign including a plurality of ads, at least one of which is a sponsor ad, wherein a determination is made as to whether a conflict exists between the determined ad and the sponsor ad;

prior to displaying the ad, setting a minimum duration for the ad, wherein the minimum duration is independent of a predetermined duration of the ad;

displaying the ad in the one of the time frames; and

during the displaying, recalculating the busyness metric, wherein if the recalculated busyness metric exceeds the threshold value, the predetermined duration of the ad is reduced.

~~adjusting a duration of the ad based on whether the one of the time frames has ended.~~

2. (Original) The method of claim 1, wherein the step of dividing a transaction into time frames comprises

dividing the transaction into time frames, each of the time frames substantially spanning an activity performed during a transaction.

3. (Previously Presented) The method of claim 1, wherein the step of dividing a transaction into

time frames comprises

dividing the transaction into time frames, one of the time frames spanning one of the following transaction activities:

- waiting for a consumer to begin a transaction;
- greeting a consumer;
- beginning a transaction;
- selecting a form of payment;
- swiping a card for a form of payment;
- entering a security code for the form of payment;
- identifying a product for purchase;
- displaying a total cost for products identified for purchase;
- signing for a transaction; and
- thanking a consumer for his purchase.

4. (Previously Presented) The method of claim 1, wherein the step of dividing a transaction into time frames comprises:

dividing a transaction into time frames, each of the time frames spanning one of the following activities:

- waiting for a consumer to begin a transaction;
- greeting a consumer;
- beginning a transaction;
- selecting a form of payment;
- swiping a card for a form of payment;
- entering a security code for the form of payment;
- identifying a product for purchase;
- displaying a total cost for products identified for purchase;
- signing for a purchase;
- thanking a consumer for his purchase;
- surveying a consumer;

promoting an event;
applying for a credit card;
informing a consumer;
identifying a consumer;
interacting with a consumer; and
passing through an interstitial period.

5. (Original) The method of claim 1, wherein the step of dividing a transaction into time frames comprises

dividing a consumer-product transaction into time frames.

6. (Original) The method of claim 5, wherein the step of dividing a transaction into time frames comprises

dividing a bricks-and-mortar consumer-product transaction into time frames.

7. (Original) The method of claim 5, wherein the step of dividing a transaction into time frames comprises

dividing an e-commerce consumer-product transaction into time frames.

8. (Original) The method of claim 1, wherein the step of dividing a transaction into time frames comprises

dividing a consumer-service transaction into time frames.

9. (Original) The method of claim 1, wherein the step of determining an ad for display in one of the time frames comprises

transmitting information about the transaction from the POS location to an ad-management service;

determining on the ad-management service and based on the information, an ad for display; and

receiving a response indicating the determined ad.

10. (Original) The method of claim 9, wherein the step of transmitting comprises broadcasting information to multiple ad-management services.
11. (Original) The method of claim 9, wherein the step of determining an ad comprises determining an ad, having an identifier; and the step of receiving an indicative response comprises receiving the identifier for the determined ad and not the ad itself.
12. (Original) The method of claim 9, further comprising the step of caching the indicative response.
13. (Original) The method of claim 9, further comprising the steps of caching the indicative response and a targeting filter for the response; and subsequently applying the targeting filter to determine whether the ad indicated by the response is still appropriate for display.
14. (Original) The method of claim 1, wherein the step of determining an ad for display comprises prioritizing multiple ads competing for display, producing an ad with highest priority; determining the ad with highest priority as the ad for display.
15. (Original) The method of claim 14, wherein the step of prioritizing multiple competing ads comprises setting the priority of an ad for display when the transaction meets predetermined criteria (a "specific ad") higher than the priority of an ad for display when no specific ad is available.
16. (Canceled)

17. (Canceled)

18. (Canceled)

19. (Canceled)

20. (Canceled)

21. (Canceled)

22. (Canceled)

23. (Canceled)

24. (Canceled)

25. (Canceled)

26. (Currently amended) The method of claim 14, further comprising the step[[s]] of
~~displaying the determined ad;~~
determining the next highest-priority ad, if any, as the ad for display.

27. (Currently amended) The method of claim 14, wherein the step of determining further
comprises through manual adjustment of priority, overriding the determination of the
highest-priority ad as the ad for display.

28. (Original) The method of claim 14, wherein the step of determining further comprises
overriding the determination of the highest-priority ad as the ad for display at most once
per transaction.

29. (Original) The method of claim 1, wherein the step of determining an ad for display comprises
- reserving one of the time frames for ads for display without regard to transaction criteria;
 - and
 - when the one time frame is the reserved time frame, excluding all ads for display when the transaction meets predetermined criteria.
30. (Original) The method of claim 1, wherein the step of determining an ad for display comprises
- reserving all of the time frames for ads from a predetermined set of sponsors, the set having a size of one or more.
31. (Original) The method of claim 30, further comprising the step of
- nonetheless determining an ad to display when the transaction meets predetermined criteria as the ad for display and preempting a reserved time frame with the determined ad.
32. (Original) The method of claim 1, wherein the step of displaying the ad comprises
- displaying the ad in the one time frame.
33. (Original) The method of claim 1, wherein the step of displaying the ad comprises
- displaying the ad in a time frame following the one time frame.
34. (Currently amended) The method of claim 1, ~~further comprising the step of~~
~~setting a minimum duration for the determined ad; and~~
wherein the step of displaying the advertisement comprises
displaying the ad for ~~that~~ the minimum duration.
35. (Currently amended) The method of claim 1, further comprising the steps of
- setting a system-wide minimum ad duration; and

setting ~~a minimum ad duration for the ad~~; the minimum ad duration as a natural-number multiple of that system-wide minimum ad duration; and
the step of displaying the advertisement comprises
displaying the ad for that minimum ad duration.

36. (Original) The method of claim 1, wherein the step of displaying the advertisement comprises
displaying the beginning of the ad but not the end of the ad.

37. (Original) The method of claim 36, wherein the step of displaying the advertisement
comprises
displaying the beginning of the ad but not its end due to an action of a consumer.

38. (Currently amended) The method of claim 1, further comprising the step of
~~setting a minimum duration for the determined ad; and~~
~~the step of displaying the advertisement comprises~~
displaying the ad longer than that the minimum duration due to an action of a consumer.

39. (Original) The method of claim 1, wherein the step of displaying comprises
displaying the determined ad and another ad in the one time frame.

40. (Original) The method of claim 39, wherein the step of displaying comprises
displaying in the one time frame the determined ad, having a first sponsor, and the other
ad, having a sponsor different from the first sponsor.

41. (Currently amended) The method of claim 1, further comprising the step of ~~responding~~
receiving a user response to the ad.

42. (Original) The method of claim 41, wherein the step of responding comprises
indicating one of consent and lack of consent to a proposition of the ad.

43. (Original) The method of claim 41, wherein the step of responding comprises indicating one of consent and lack of consent to a proposition of the ad by activating an input device at the POS location.
44. (Original) The method of claim 41, further comprising the step of recording a representation of the response.
45. (Original) The method of claim 41, further comprising the step of communicating a representation of the response to a computer system for collecting responses.
46. (Original) The method of claim 1, further comprising the step of repeating the steps of determining and displaying an ad.
47. (Original) The method of claim 1, further comprising the steps of advancing from the one time frame into another time frame; and repeating the steps of determining and displaying an ad with the other time frame.
48. (Original) The method of claim 47, wherein the step of advancing comprises activating an input device at the POS location; and in response, advancing from the one time frame into the other time frame.
49. (Original) The method of claim 47, wherein the step of advancing comprises commanding from a POS system advancement from the one frame; and in response, advancing from the one time frame into the other time frame.
50. (Previously presented) The method of claim 47, wherein the step of advancing comprises recognizing from activity that the one time frame has ended; and in response, advancing from the one time frame into the other time frame.

51. (Original) The method of claim 47, wherein the step of advancing comprises recognizing that a timeout has occurred; and in response, advancing from the one time frame into the other time frame.
52. (Original) The method of claim 1, further comprising the step of repeating the steps of determining and displaying an ad with successive ones of the multiple time frames until the transaction completes.
53. (Original) The method of claim 52, further comprising the step of repeating the method from the step of dividing with a subsequent transaction.
54. (Original) The method of claim 1, further comprising the step of repeating the steps of determining and displaying an ad with successive ones of the multiple time frames until a following transaction begins.
55. (Original) The method of claim 1, further comprising the step of where the displayed ad was an ad for display when the transaction met predetermined criteria, disqualifying that ad from displaying again in the transaction.
56. (Original) The method of claim 1, further comprising the step of where the displayed ad was an ad that is for display without regard to the specifics of the transaction and that originated in an ad-management service, disqualifying that ad from displaying again in the transaction.
57. (Original) The method of claim 1, further comprising the step of receiving a first ad for display without regard to whether a transaction meets predetermined criteria.
58. (Original) The method of claim 57, wherein the step of receiving the first ad is performed

before the step of dividing the transaction.

59. (Original) The method of claim 57, wherein the step of receiving the first ad comprises receiving, at a predetermined interval, ads for display without regard to whether a transaction meets predetermined criteria during the transaction.

60. (Currently Amended) A method for displaying advertisements ("ads") at a point-of-sale (POS) location, the method comprising:

dividing a consumer transaction at a POS location into multiple time frames, a total duration of the time frames equaling a total duration of the transaction;
receiving a first ad from a set of available ads for display during a first time frame and without regard to whether the transaction meets predetermined criteria;
then engaging in the transaction;
calculating a busyness metric as a function of a frequency of transactions performed at the POS location;

during the transaction, receiving a second ad from the set of available ads for display during a second time frame when the transaction meets predetermined criteria;
and

determining whether the first and second ads should be displayed, wherein the determination for each ad is a function of (i) the busyness metric, wherein if the busyness metric exceeds a busyness threshold value the ad is selected from a portion of the available ads having a duration that is less than a predetermined duration, (ii) a priority level of the ad, wherein the priority level is manually adjustable at any time during the transaction, and (iii) an ad campaign including a plurality of ads, at least one of which is a sponsor ad, wherein a determination is made as to whether a conflict exists between the determined ad and the sponsor ad;

prior to displaying each ad, setting a minimum duration for the ad, wherein the minimum duration is independent of a predetermined duration of the ad; and

displaying the first and second ads, wherein during the display of each ad, the busyness metric is recalculated and the predetermined duration of the ad is adjusted as a function

of the busyness metric, and wherein if the recalculated busyness metric exceeds the threshold value, the predetermined duration of the ad is reduced.

~~adjusting a duration of the first and second ads based on whether the first and second time frames have ended.~~

61. (Previously Presented) The method of claim 60, wherein the step of receiving the first ad for display comprises

receiving, at a predetermined interval, ads for display without regard to whether the transaction meets predetermined criteria during the transaction.

62. (Canceled)

63. (Canceled)

64. (Canceled)

65. (Withdrawn) A method for determining advertisements ("ads") for presentation to multiple consumers at respective POS locations, the method comprising:

substantially simultaneously receiving first and second requests for ads for display when a transaction meets predetermined criteria, each request transmitting respective information about respective consumer transactions occurring at respective POS locations;

determining based upon both the first and second requests that the first and second transactions are similar enough that one ad will satisfy both requests;

responding to both requests with the same response indicating the one ad.

66. (Withdrawn) The method of claim 65, further comprising the step of

transmitting a request for the one ad to multiple ad-management services.

67. (Currently amended) A method for displaying advertisements ("ads") at a point-of-sale (POS)

location, the method comprising:

dividing a transaction into time frames, a total duration of the time frames equaling a total duration of the transaction, each of the time frames spanning one of the following activities:

- waiting for a consumer to begin a transaction;
- greeting a consumer;
- beginning a transaction;
- selecting a form of payment;
- swiping a card for a form of payment;
- entering a security code for the form payment;
- identifying a product for purchase;
- displaying a total cost for products identified for purchase;
- signing for a purchase;
- thanking a consumer for his purchase;
- surveying a consumer;
- promoting an event;
- applying for a credit card;
- informing a consumer;
- identifying a consumer;
- interacting with a consumer; and
- passing through an interstitial period;
- transmitting information about the transaction to an ad-management service;
- determining on the ad-management service, based on the information, an ad from a set of available ads for display, wherein the determination is a function of (i) a busyness metric, wherein if the busyness metric exceeds a busyness threshold value the ad is selected from a portion of the available ads having a duration that is less than a predetermined duration, (ii) a manually adjustable priority level of the ad, wherein the priority level for an ad for display when the transaction meets predetermined criteria (a "specific ad") is by default higher than the priority of an ad for display when no specific ad is available, and (iii) an ad campaign including a plurality of ads, at least one of which is a sponsor ad, wherein a determination is made as to

whether a conflict exists between the determined ad and the sponsor ad;

prior to displaying the ad, setting a minimum duration for the ad, wherein the minimum duration is independent of a predetermined duration of the ad;

receiving a response indicating the service-determined ad;

~~prioritizing any ads competing for display, producing an ad with highest priority, by~~
~~setting the priority of an ad for display when the transaction meets predetermined criteria~~
~~(a "specific ad") higher than the priority of an ad for display when no specific ad is available;~~

~~determining the ad with highest priority as the ad for display during one time frame;~~

displaying the determined ad in one of (1) the one time frame and (2) a frame following the one time frame, wherein the ad is displayed from its beginning but not through its end due to an action of a consumer;

if the ad is displayed in the one time frame, adjusting a duration of the ad based on the busyness metric ~~whether the one time frame has ended;~~

recording a representation of any response to the ad; and

repeating the steps of determining and displaying an ad with successive ones of the multiple time frames until the transaction completes.

68. (Currently amended) A computer-readable medium for data storage wherein is located a computer program for causing a POS system to display advertisements ("ads") by

dividing a consumer transaction at a POS location into multiple time frames, a total duration of the time frames equaling a total duration of the transaction;

determining an ad from a set of available ads for display in one of the time frames, wherein the determination is a function of (i) a busyness metric, wherein if the busyness metric exceeds a busyness threshold value the ad is selected from a portion of the available ads having a duration that is less than a predetermined duration, (ii) a manually adjustable priority level of the ad, and (iii) an ad campaign including a plurality of ads, at least one of which is a sponsor ad, wherein a determination is made as to whether a conflict exists between the determined ad and the sponsor ad;

prior to displaying the ad, setting a minimum duration for the ad, wherein the minimum

duration is independent of a predetermined duration of the ad;

displaying the ad in one of the time frames; and

adjusting ~~[[a]]~~ the duration of the ad based on the busyness metric ~~whether the one of the time frames has ended.~~

69. (Previously Presented) The media of claim 68, wherein the step of dividing a transaction into time frames comprises

dividing a transaction into time frames, one of the time frames spanning one of the following transaction activities:

waiting for a consumer to begin a transaction;

greeting a consumer;

beginning a transaction;

selecting a form of payment;

swiping a card for a form of payment;

entering a security code for the form of payment;

identifying a product for purchase;

displaying a total cost for products identified for purchase;

signing for a transaction; and

thanking a consumer for his purchase.

70. (Original) A POS system displaying advertisement ("ads"), comprising:

the computer-readable medium of claim 68;

a CPU for executing the program in the medium;

a bus, communicatively coupling the medium and the CPU; and

a display, responsive to commands from the CPU.

71. (Withdrawn) A computer-readable medium for data storage wherein is located a computer program for causing an advertising-management-service computer system to determine advertisements for presentation to multiple consumers at respective POS locations by

substantially simultaneously receiving first and second requests for ads for display when a transaction meets predetermined criteria, each request transmitting respective information about respective consumer transactions occurring at respective POS locations;

determining based upon both the first and second requests that the first and second transactions are similar enough that one ad will satisfy both requests;

responding to both requests with the same response indicating a determined ad for display.

72. (Withdrawn) An advertising-management service:

the computer-readable medium of claim 71;

a CPU for executing the program in the medium; and

a bus, communicatively coupling the medium and the CPU.

73. (Withdrawn) A consumer-transaction system comprising:

first and second instances of the POS system of claim 70;

the advertising-management service of claim 72; and

first and second links respectively and communicatively coupling the first and second instances of the POS system to the advertising-management service.